Selling One Gown-Delivering Another

A FAVORITE WAY TO GET RID OF INFERIOR GOODS

Stores of a Certain Type Bank on Their Patrons' Aversion to a Prolonged Wrangle-One Experience in Detail, Where the Purchaser Kept at It-Illustrating the Difference Between a Just Kick and Just a Kick.

By SAMUEL HOPKINS ADAMS.

What secourse has a woman who buys a dress, orders it sent, pays for it, and receives an article quite different from that which she pur- Victim Beaten in Street at Noon chased? In one form or another that question has been coming to me from many different sources, through many months. Were all merchants honorable and inspired with due regard for their commercial reputation the answer would be simple. Return the goods, with a clear statement, and it will be found that the trouble lies in that fraction of 1 per cent error which is ineradicable from the best organization. Time and again The Tribune Bureau of Investigations has followed up complaints of unfair dealing, only to find that a perfectly natural mistake, which the fair dealing, only to find that a perfectly natural mistake, which the store was only too glad to adjust, was at the bottom of the trouble. Not fair dealing, only to find that a perfectly natural mistake, which the ing down Charles Fried, cashier for thousand the Harbor and Boatmen's store was only too glad to adjust, was at the bottom of the trouble. Not the Fleischmann Bakery, escaped with bers of the Harbor and Boatmen's store was only too glad to adjust, was at the bottom of the trouble. Not the Fleischmann Bakery, escaped with bers of the Harbor and Boatmen's store was only too glad to adjust, was at the bottom of the trouble. Not the Fleischmann Bakery, escaped with bers of the Harbor and Boatmen's store was only too glad to adjust, was at the bottom of the trouble. Store was only too glad to adjust, was at the bottom of the trouble. Store was only too glad to adjust, was at the bottom of the trouble. Store was only too glad to adjust, was at the bottom of the trouble. Store was only too glad to adjust, was at the bottom of the trouble. Store was only too glad to adjust, was at the bottom of the trouble. Store was only too glad to adjust, was at the bottom of the trouble. Store was only too glad to adjust, was at the bottom of the trouble. The property of the trouble was only too glad to adjust, was at the bottom of the trouble. The property of the trouble was only too glad to adjust, was at the bottom of the trouble. The property of the trouble was only too glad to adjust, was at the bottom of the trouble. The property of the trouble was only too glad to adjust, was at the bottom of the trouble. The property of the trouble was only too glad to adjust, was at the bottom of the trouble. The property of the trouble was only too glad to adjust, was at the bottom of the trouble. The property of the trouble was only too glad to adjust the property of the trouble was only too glad to adjust the property of the trouble was only too glad to adjust the property of the trouble was only too glad to adjust the property of the trouble was only too glad to adjust the property of the trouble was only too glad to adjust the property of the trouble was only too g always, by any means, has the fault lain with the store. Shoppers are a no more infallible than shops. Not infrequently it happens that the

plaintiff, not the defendant, is on the apologist's seat when the matter has been all thrashed out.

In other instances merchants of doubtful stripe, who have been reluctant to concede anything to an individual, have moved quite briskly into the path of righteousness and fair-dealing when the Bureau of Investigations presented the duly attested facts to them. But there is still suddenly a touring car drew up to the stripe, who is twenty-nine years old and lives at 2662 Valentine Avenue. The Bronx, left his office, at 540 East Eighter Captains, boatmen, deckhands, Eighter captains, boatmen, deckhands, firemen, etc.," the posters read. "Or-enty-seventh Street and First Avenue. The west side of First Avenue. The west side of First Avenue was converted to the path of righteousness and fair-dealing when the Bureau of Investigations presented the duly attested facts to them. But there is still suddenly a touring car drew up to the vestigations presented the duly attested facts to them. But there is still another class of merchant who will brook no "interference" with his methods. He'll run his business in his own way! Nobody can tell him how to conduct his store, and so on. Caveat emptor is the motto for his trade. But that convenient blanket alibi of the unfair dealer is not held in such high regard as it once was; as a bulwark it appears to be tottering. One case out of the many wherein it totally failed when the test came so completely answers the question "What can a woman do against substitution of articles?" that a brief history of it is worth more than any amount of abstract advice.

The stream and chil-suddenly a touring car drew up to the curb and three men jumped out. Showing men and women aside, the three surrounded Fried, knocked him into the local for the section in which they were their automobile and dashed away. The screams of women attracted to their automobile and dashed away. The screams of women attracted to their automobile and dashed away. The screams of women attracted to the first automobile and dashed away. The screams of women attracted to their automobile and dashed away. The screams of women attracted to the first automobile and dashed away. The screams of women attracted to their automobile and dashed away. The screams of women attracted to the first automobile and dashed away. The screams of women attracted to the first automobile and dashed away. The screams of women attracted to the first automobile and dashed away. The screams of women attracted to the first automobile and dashed away. The screams of women attracted to the first automobile and dashed away. The screams of women attracted to the first automobile and dashed away. The screams of women attracted to the first automobile and dashed away. The screams of women attracted to the first automobile and dashed away. The screams of women attracted to the first automobile and dashed away. The screams of women attracted to the first automobile and dashed a amount of abstract advice.

a small city up the Hudson:

Will you please advise me of my rights in the following matter? I think an answer and statement of the purchaser's rights and methods to enforce these rights will be of general interest, as a friend of mine had a similar experience in a supposedly reputable place last winter and my mother suffered likewise a year ago. I have heard of other

had a similar experience in a supposedly reputable place last winter and my mother suffered likewise a year ago. I have heard of other victims, too.

On June 25 I bought at Walters, 2307 Broadway, near 83d, a white crepe de chine dress for \$15, which I tried on and found a good fit, becoming and suitable in every way. They told me it had been much reduced (from \$24 or \$29, I believe), because it was the only size left in that model and it was the end of the season. I inquired specially if it was all right, nothing the matter with it, and was assured it was perfect. I saw no flaws, but I was not suspicious, because while it was good value it was not extraordinary, as Bests were selling crepe de chine gowns of like quality for \$11.50. Hagedorn had some for \$215 in sizes that did not fit me, and Russeks likewise. I paid Walters \$15 in cash and had the dress sent to me here. It arrived Saturday atternoon and I came on Sunday. Of course, I opened the package promptly, in my mother's presence, and slipped the gown on. Before I fastened it I saw some holes on the top of the sleeve, and a second look showed some reddish stains also on the upper part of the same sleeve. I took it off and found the holes the size of pinheads, which may have been imperfections in the silk when manufactured, or, more probably, the sleeve had caught and torn. What the stain was I do not knew. There were reddish lines and marks. I at once repacked the gown and wrote Walters I was returning it because it was damaged and unwearable and I had bought it believing it perfect and had been assured so. (I had a friend with me to prove that.) I said I understood it had been reduced because it was the only model left in that size, and as I wouldn't be in the city to choose another dress would they please refund my money. The dress and letter were mailed the first mall that went out after the gown arrived.

Walters replied the dress was received and was perfect when I bought it. (They did not say it was perfect when shipped.) Nevertheless, they had rem

Mark the successive steps.

1. The dress is sold as perfect, for out-of-town delivery.

2. A dress of similar design, but badly damaged, is delivered. 3. The damaged article is returned with a protest and a request for

4. The request for a refund is ignored and the garment returned to

the purchaser worse damaged than before.

5. Again the dress is shipped to the store with a further demand for money back.

6. The store mails it a third time and notifies the purchaser that it

will not be received if returned. 7. Thereupon the purchaser refuses to accept it from the mail.

Now, nine women out of ten-probably a greater proportion-would have wearied of the controversy and accepted the flawed garment rather than take any further trouble. That is why unfair dealing in a certain type of store continues; the average woman victim won't kick. "E. A." kicked to The Tribune Bureau of Investigations (which is here to receive and act upon just such kicks). That she did mainly to warn others, for & she had her own plan mapped out. The Bureau at once took the matter

up with Walters and received a reply to this effect: "This matter has been settled satisfactory."

into the hands of her lawyer. Here is the final chapter, as related by him;

In reply to yours of August 31 I beg to say that the above entitled matter has finally been settled, but your courtesy in the matter prompts me to tell you the way it was settled.

My client wrote to you in this matter not so much because of this particular case, but because of the fact that it has come under her observation that a number of concerns of this kind do not deliver the goods selected. After she had failed to receive the return of the money, I wrote to Walters, Inc., and received a letter in reply that they would do nothing about the matter. Before beginning suit I examined the corporation directory, the County Clerk's office record and the Secretary of State's office record, and could find no incorporation of Walters, Inc. Finally, through R. G. Dun & Co., I found a corporation called Walter's Women's Wear, Inc., at the same address. It looked to me like a very good way of concealing the real name of the company. Immediately after getting the correct name I brought suit and they immediately after getting the correct name I brought suit and they immediately after getting the correct name I brought suit and they immediately after getting the correct name I brought suit and they immediately after getting the correct name I brought suit and they immediately after getting the correct name I brought suit EDWARD 5. SIDMAN.

There is the whole picture. A firm operating under a name not

Tribune's Bureau of Investigations was of little or no service to "E. A.," worth to it? because she was competent to take care of her own case. But it can be of service to the general public, as she suggests, by giving full publicity or misrepresentation—the inference is equally direct that you have en-

to satisfy a customer who considers herself badly treated. In the trade even though the trail leads you into court. Thus you are serving the ends a story is quietly told which illustrates how a certain great New York rot only of individual but of public justice. If every defrauded cuscenartment store, knowing itself to be in the right and its customer in tomer "followed through," the dishonest store would soon be as extinct the wrong, nevertheless accepted the customer's point of view and amiably as the dodo. pocketed the loss. A certain Mrs. Jerseyman of the suburbs, as the result of an extensive shopping tour, brought home one evening, amidst it, as in the Walters' case. But this has to be borne in mind: It is the many other purchases, a new hat. On his return, Mr. Jerseyman in- exposure, the destructive force of the Bureau's work, which shows in spected the hat and decided that he didn't like it.

you in the morning and get the money back.

Two Men Arrested on Complaint of British Agent Who Bet on a Horse.

British Agent Who Bet on a Horse.

Accused of having fraudulently obtained \$7,000 from Claude Clebern, who said he was an agent for the British government, Charles Smith, of the Hotel Plymouth, and John Lee. of 500 West 171st Street, were held in \$5,000 hail each for examination on September 20 by Magistrate Appleton in the West Side Court yesterday.

Cleborn alleges that Lee gave him a tip on the races, and when he could not take advantage of it at once because of lack of ready cash Smith volunteered to put \$15,000 up for him. The next day, Cleborn said, he heard that the horse won Before he was paid, Cleborn said, Smith wanted him to show \$5,000, just to see if he could have put up the noney. Cleborn borrowed that amount and gave it to Smith, who, he said, walked out of the saloon with Lee and the money.

Lee and Smith were arrested yesterday on Breadway and both denied the charge.

AUTO BANDITS ROB CASHIER IN CROWD

and Bag with \$2,000

Taken.

Fried, who is twenty-nine years old ber 28 at 190 West Street.

parently inflicted with blackjacks. His injuries are not considered dangerous.

As quickly as the well laid plans of the holdow me worked, the police were able to obtain from a number witnesses a good description of the car. Three persons agreed on the number to enforce these rights will be of general interest, as a friend of mind and my mother suffered likewise a year ago. I have heard of other victims, too.

On June 25 I bought at Walters, 2307 Broadway, near 83d, a white crepe de chine diess for \$15, which I tried on and found a good fit.

phone company, and in twenty minutes a description of the men, car and the license tag was sent broadcast throughout the city and to nearby towns.

SUES ON BOND IN LOVE SUIT

Defendant Who Was Victor in Alienation Case Now Wants Damages.

Uel N. Robinson, a dealer in naval stores, is asking \$1,000 damages in the Supreme Court for the trouble and expense he was put to in being made the defendant in an alienation suit. The plaintiff in that action, begun in 1912, was Thomas J. Jenkins, who allered that Robinson won from him the affections of Mrs. Mabel D. Jenkins. The Jenkins suit against Robinson was dispused in court.

ACCUSED OF \$7,000 SWINDLE MYSTERIOUS PIER STRIKE ORDERED

> Workers Quit Here, After Pay Increase, Without Giving Reason.

SHARE WAR PROFITS, **DEMAND IN POSTERS**

International Association Denies Responsibility-Outside Influence Blamed.

The freight handlers' strike which as been on in surrounding cities and threatened to tie up freight traffic pread to the New York docks yesterday. About 350 workers quit. The total on strike is said to approximate

The lines affected are the Pennsyl-Vania Railroad, the New York, New Haven & Hartford, Jersey Central, Fall For Tomorrow and Tuesday. For Tomorrow and Tuesday.

the defendant in an alienation suit. The plaintiff in that action, begun in 1912, was Thomas J. Jenkins, who alleged that Robinson won from him the affections of Mrs. Mabel D. Jenkins. The Jenkins suit against Robinson was dismissed in court.

When Jenkins filed his action in which he had Robinson arrested and placed under bond he also filed a bond for \$1.000 as a guarantee that he would pay the costs if he lost. This was signed by Abraham T. Bucher and Milton. Kistler. Robinson is now suing Jenkins's sureties to collect the \$1,000.

of a number of other shopping errands for her husband, with the result that he set out for the city in some confusion of mind. His last task was the return of the hat. He took it to Black & White's department store and requested his money back.

"Did you buy that hat here?" asked the saleswoman. "My wife did."

"It doesn't look like our hat. Will you kindly wait?" Mr. Jerseyman waited, with some impatience, until the manager of the department could be summoned. He looked at the hat, then at Mr.

"We don't carry this style in stock, sir," said he.

"Why tell me that when my wife bought it here yesterday?" demanded the customer. "Are you going to make difficulties about refunding?"

"Certainly not, sir," said the manager promptly. "I will put the matter 'hrough at once." And he did. On his return to the suburbs, Mr. Jerseyman turned over the amount

to Mrs. J. "They weren't any too quick about producing it at Black & White's," he observed.

"Where?" asked Mrs. Jerseyman quickly. "Black & White's, of course."

"Did you take that hat back to Black & White's and make them give

you the money for it?" she queried, faintly. "Certainly I did. What's the matter?"

"Oh, nothing, except that I bought the hat at Green & Brown's."

"Oh, nothing, except that I bought the nat at Green & Brown's.

That was some months ago. Ever since then, when he has a little also green Olive Oil—large bar, averaging three pounds—Limit, 3. leisure on his hands, Mr. Jerseyman calls up Black & White's and reapologizes from the very beginning to the bitter end. Incidentally, Black White's have made a customer and a friend for life.

Not all stores will go so far. But every reputable store will meet its customers more than half way in case of dissatisfaction. Good will is one of their most prized assets. Here is something to remember The Walters interpretation of "satisfactory" is interesting, as this is where a purchase looks suspicious. If the store is one of recognized what had happened: "E. A.," being in the fight to a finish, put the matter standing, whether large or small, and the deal seems unfair, the chances are just about a thousand to one that it is nothing worse than an error. The store that makes a profit and an enemy simultaneously is doing a short-lived trade. No matter how black the case may look at first sight against the merchant, lay the matter before him and give him his chance to explain. Or, if you prefer, bring it to The Tribune Bureau of Investigations and we will lay it before him. In all the varied work of the Bureau there is nothing more satisfactory than bringing a disgruntled customer and a puzzled merchant together on a basis of restored understanding and confidence. It is surprising how easily some of the toughest looking knots untangle themselves when they are fairly examined. As black a prima facie case as I recall provided apparently definite evidence of mislabelling neckties for a special sale by one of the highest grade stores in the country. That proof seemed damning. Yet, when the matter came to be investigated, it developed beyond even the most un-There is the whole picture. A firm operating under a name not of reasonable doubt that the double label was the logical outcome of temrecord sells damaged goods on false representations, ignores requests to porarily conflicting and perfectly honorable directions. Before imputing refund, refuses to accept the goods when returned, bluffs to the limit, and crookedness to a deal, it is worth while to stop and consider what such when the bluff is called, legally-throws up its hands. In this case, The crookedness would cost the practitioner. What's the store's good repute

With the other species-the shop which refuses to make good defects to the transaction in the rare cases when it can do nothing more. Hence countered not error, but policy. Here there is but one course for the public-spirited citizen to pursue. It is the course taken by "E. A." There is almost no length to which a high grade store will not go against the Walters store. Stick out for your rights until you get them,

Here also The Tribune has a work to do, and is always ready to do print most. The adjustment, the constructive work, is done beneath the "Then I'll send it back," said Mrs. Jerseyman. "You can take it with vurface; but it is for that reason none the less a vital part of The Tribune's activities and an essential force in the carrying out of its It was so arranged. But by morning Mrs. Jerseyman had thought policy, "First to Last, the Truth."

HEARN



13[™] GREAT FALL SALE

Beginning Tomorrow, Monday

Is Our Method of Opening Season,-Based On

on Sale Monday and Tuesday.

STRAIGHT-FORWARD MERCHANDISING, CONCENTRATING UPON VALUE

Up-to-the-Minute Styles-Big Stocks, Bought with Cash-Energy-Enthusiasm Let These Prices Do the Talking-Qualities Are Dependable

FALL SALE SPECIALS

98 ct. Middy Blouses.....

All white, also colored collar and cuffs-6 to 20 years-Limit, three. 98 ct. Men's Domet Pajamas......70

Pink, helio or blue stripes—heavy Nap-soft and downy—collarless or military collars—silk frogs—all sizes. Limit, four.

75 ct. and \$1.00 Men's Shirts 55

Negligee style Percale neat stripes in various styles and colors on white plain and pleated bosoms band iron, starched cuffs all sizes—well-known dollar Emperor shirts are included. Limit, six.

For men—this underwear is so ex-tensively advertised that its merits are well known—single breast—shirts to 46—drawers to 41—Limit, four sets.

Silk plaited—Black, Navy, Grey, Brown and other colors double heel and toe are just as good looking as silk but wear better— all sizes—Limit, six.

Marie Antoinette Curtains,

White and Arabian-various novelty

Finer Marie Antoinette Curtains-

to 30.98 pair.

Panel Curtains.

Scrim, Marquisette or Net deep at tractive borders of antique lace and filet blocks, others combined with renaissance and eyelet emb'y—

Scrim 1.49 to 6.98 each

Net1.49 to 9.98 each

Make most artistic high class window

Deep border in combination antique and block filet—with inserts of Cluny lace running lengthwise.

A Special Value at 5.98; worth \$7.98.

Renaissance and Marie Antoinette— 36 inch centre Panel Motif—Panel frame--bolster sham--renaissance edge.

range of best styles to 24.98

Finer Bed Sets in most complete

home surroundings.

FALL SALE SPECIALS

....5.95 \$14.98 Misses' Suits. Silk Frou Frou brocade designs in two-toned or solid colorings re-versible handsome curtains that you will not be able to buy again at this special price Limit 2 pairs

Seamless High Grade 9x12 ft. a pleasing assortment of small of feets for library or living room, also richest Oriental and Cream or Rose grounds for parlors, etc.

\$1.49 & \$1.98 Rich Velours 1.00 For Furniture and Draperies 50 inches wide rose, olive, crimson, old blues, wood tones, etc. a special purchase, so value stated is very conservative Limit 8 yards.

\$1.98 New Scrim Curtains 1.19 Several dainty styles suitable for dining, bedroom or living room with lace inserting or edge or plain with deep hem white, ivory and Arabian Limit, 6 pairs.

\$5.75 H. S. Linen Sets 4.19 Cloth and dozen napkins heavy Irish linen favorite designs Buy while you can at above price Limit two.

70 inch-bleached and unbleached -- range of patterns-Limit 10 yds.

24 x 45 bleached hemmed white or colored borders. Limit one doz. 19 ct. Huck Towels ...

98 ct. Root's Tivoli Underwear65
For men—this underwear is so extensively advertised that its merits are well known—single breast—shirts to 46—drawers to the same to the new wool dress fabrics—smartly tailored styles—all sizes. Union linen 18½x35-extra heavy -hemmed-white or blue broche borders-Limit, one dozen. .66 29 ct. Men's Hose 98 ct. Scarfs, Centres .. Renaissance, with fancy centres Limit, four.

27 inch—10 yards non-irritant, durable—put up in sanitary bags. Limit, 1 pc.

Bleached-17 inch-also glass checks-Limit, 12 yards. 23 ct. Knives and Forks...

Well-known Rogers make-cellu-loid handles-Limit, one dozen.

98 ct. and \$1.39 Silver-Plated

29 ct. Stamped Scarfs & Squares. . . 18 17x40 and 28x28-Scarfs have wide hemstitched hem squares, one to three rows drawnwork-stamped in pretty designs.—Limit, 4 pcs.

Pure silk embroidery on fine wool mixed flannels—scallop and hem-stitched—suitable for babies' and children's wear—Limit, 6 yds.

\$2.49 Best Cotton Blankets.....1.85 White, tan, grey-bordered-also twe-tone plaids-Limit, 3 pair. \$4.98 Pure Wool Blankets 3.65

White, scarlet and two-ton for twin beds-also California wool mixed-white with pink or blue borders-wide silk binding-for large beds-Limit 2 pair.

white and Arabian various novel;
effects in most artistic designs the
higher priced are particularly elaborate, showing very little of the net
ground—all have renaissance edge—at
each price mentioned you will find an
attractive showing of new designs. 75 ct. Size O'Cedar Oil Mops ... Triangle long handles cleans, dusts and polishes can be washed and renewed Limit, two.

Sold without rollers.

plain or open back-Limit, four.

414 ct. Cheesecloth-36 inch..... 214 Bleached close, absorbent. Not less than 5 yards or more than

\$1.25 Crochet Spreads size soft finish-raised designs.

.69 ringbone tickings
Also 22x28—reg. .9879
Limit, six.

\$1.79 Heavy Comfortables 1.3 Full and single sizes—S Persian or floral designs.

\$2.69 Heavy Comfortables 1.95 Sateen covered—full size—scroll stitched—Limit, four. 29 ct. Robe Cloth ...

Eiderdown finish attractive Jacquard designs two and three-tone color combinations excellent assortment—Limit, 12 yards. Beginning To-morrow, and

Continuing All This Week, Extraordinary Values in RUGS

Reliable-each marked with true name Correct styles-Conservative prices.

Are now on exhibition

DURING THIS SALE PURCHASES OF HOUSEHOLD GOODS

FASHIONABLE NEW FURS

Will be held, if desired, until November 1st. DELIVERIES WILL BE MADE ANY DATE DESIRED.

This applies to "Sale" as well as regular goods in following Depts :-

Curtains, Rugs Linens Blankets

Muslins Sheets Pillow Cases See American and Sun for particulars. Bureau Scarfs, etc.

Quilts, Pillows Tickings

Towels Towellings

Shades, etc.

FALL SALE SPECIALS FALL SALE SPECIALS

... 11.50 \$19.98 & \$21.98 Women's Suits. 16.50 49 ct. Dress Serges... Worsted warp Storm? weave 36 inch garnet, brown, navy and black for all dreis purposes for women and children and excellent for children's gym bloomers Limit, 12 yards. \$4.98 and \$5.98 Women's Skirts .. 3.95

69 ct. All Wool Broadcloths 52 50 inches wide in following shades tan, olive, plum, garnet, castor, myrtle, Havana, navy, Copenhagen, forest green, seal brown, French blues, taupe, cardinal, black—one of the favorite fabrics for the new tall railered suit, note its excep-Fall tailored suit—note its excep-tional width and its low price— Limit, 12 yards.

S2.98 Trimmed Hats. 2.25
Black, navy, brown, purple—the new side draped Turbans, Modified Sailors and other effects—Flowers, Ribbons, Ostrich Pompons, New Silver Novelties are some of the trimming conceits. Limit, two. Fall Sale price-Limit, 12 yards.

Yard wide soft finish high lustre light, medium and dark fashion-able shades and black one of the most desirable silk fabrics. Limit, 20 yards. S1.69 Large Ostrich Pompons. . . . 1.24
Fluffy effects, with Ostrich tipped
whips white, black, black and
white and leading Fall shades—a \$1.19 Fleur de Soie Taffetas 88

59 ct. Silk Poplins ...

40 inches—soft finish and light weight—graceful draping quality and splendidly lustrous—all desir-able light and dark shades now in vogue. Limit, 20 yards. 98 ct. Silk Dress Nets ...

Double width—black, white, street and evening shades—for waists, trimmings and draperies and many other uses. Limit, 10 yards. In Veiling Dept. 29 ct. Mercerized Sateens

Yard wide—high lustre—soft finish—Black. White and full assortment of leading Fall shades, as well as those to match the new suit fabrics. Limit, 12 yards. 1214 ct. Dress Ginghams 914

All the popular checks, stripes and plaids in unlimited variety—you cannot fail to get just what you want in these ever popular, most practical fabrics. Limit, 20 yards. 1216 ct. Shirting Flannelettes 7%

Heavy warm nap most desirable stripes for men's, women's and children's shirts, waists, pajamas, night dresses, etc. Limit, 20 yds. 15 ct. Silk Mixed Shantungs11 Make up attractively into all styles

Make up attractively into an ayes of Dresses for street and evening — they come in all the necessary shades for these purposes wear well and look well, they give utmost satisfaction. Limit, 20 yds. 1234 ct. Outing Flannels S% Yard wide - Fleecy nap - for pajamas, night robes, etc., for every member of the family variety of favorite stripes. Limit, 20 yards.

Shadow and Fancy Cotton-14 to 18 inches wide-new and desirable patterns for tunics, blouses, under-skirts, etc.—Limit, 10 yards.

4.98. 5.98. 7.98. 9.98. 14.98
Regular values \$6.50 to \$21.98 9 ct. Cambrics-36 inch...... 5% firm, good wearing quality. Limit, 20 yds.

Fine, soft weave—a popular quality for Underwear and Infants' Wear. Limit, 2 pes.

white, ivory, cream—about 120 styles—from 6 to 125 pairs of a style may be matched—for hotels and large houses. ered in a variety of new designs, also baby ruffle styles now so much in demand. Limit, 10 yds. Notion Dept. Specials:

otion Dept. Specials:
Willington Spool Cotton—white
and black—200-yd. spools—
No. 20 to 80..reg. .30 dozen.....22
Limit Three Dozen.

Muslin Skirt Yokes—Muslin and Percaline—black, white, gray— sizes 24 to 40—reg. .12...... 64 Limit Three.

Many with extra trousers—New Norfolk models—some have patch pocket front, others pleated—Cheviots and Cassimeres in brows and grav—new Fall patterns—also Corduroys—7 to 17 yrs.—Limit Two.

Worsteds, Cassimeres, Cheviots, Tweeds and Cordurous straight bloomer and Knickerbocker styles -full cut-well tailored-many have belt loops and change pock-ets.—Limit two pairs.

49 ct. Boys' Hats... 9 ct. Boys' Hats.
New Fall styles, including Norfolk.
Telescope and Rah Rah—brown,
gray and fancy mixtures—bands to
match—Limit Two.

Curtains, Rugs
Draperies
Shades, etc.
Cutlery, Soaps, etc.

S2.00 Women's Corsets
White Coutil in good wear resisting quality—a favorite modelmedium bust and long hips—lace and ribbon finish—Limit two.

New Fall designs and colorings in good quality Percales—stripes and figures—collars attached—8 to 15 yrs. Limit, three.

Gabardines and poplins box or semi-fitted models fancy braid trim'd in effective designs collars of velvet or fur brown, navy, green and black 14 to 18 yrs. we might devote a great deal of space Poplin, serge, Bedford cords, in hilack and navy, also fashionable mixtures buttoned front, side pleats, with and without belts some have shirred back—all lengths and bands. to this offering, but that would not make the value one whit better and might crowd out some of our excellent Fall Sale values. \$7.98 Misses' Fall Coats.......5.50 \$5.98 Women's Dresses . . Fancy cheviots and zibelines, also Serge on silk mixed poplin new, smart models, with surplice or panel fronts self or chic organdie collars navy, black, grey or wistaria absolutely nothing cheap about these dresses but the price. smart mixtures—Chin Chin and other desirable models, including those with convertible collars— set-in sleeves or concave shoulders, belts and fancy pockets are feat-ures of some little importance.

smart millinery accessory.

Special Purchase Point Arabe

Regularly \$4.98 to \$8.98.

Novelty Scrim Curtains.

\$1.39 and \$1.49 Curtains .. pair .95

\$1.98 and \$2.49 Curtains .. pr. 1.48

Florentine Silk and Filet Curtains,

5.98....6.98....8.98

Latest high class novelty-pearl or

PORTIERES.

artistic patterns and colorings— elsewhere \$18.98—Special....14.98

Finer to \$12.98.

Silk Velour Curtains to \$32.98.

two-tone damask patterns-rose, gold, myrtle, old blue and

Reversible Velour plain shades

Silk Frou-Frou Portieres-

other decorative shades-

Brocade Velour-reversible

Lace and insert or deep hemstitch

To Inaugurate

CURTAIN WEEK!

And as added attraction during Fall Sale.

These splendid offerings are announced:

every home should not be beautified with artistic curtains appropriate to the

We were never better prepared at opening of season to offer

attractive values in Lace Curtains and Portieres-Owing to

present conditions, many importers were in need of money-

Thus we were enabled to purchase to very good advantage,

saving in some instances from 1-4 to 1-3-particularly ad-

vantageous were purchases of French Lacet, Marie An-

toinette, Swiss Irish Point and other real laces in wonderful

assortment and at prices almost as low as machine made.

With such values as we present here there is no reason why

Smart military or novelty styles—newest skirts—whipcords, pop-lins and serges—black, navy, fash-ionable shades of brown and green.